RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 24, 1997

RJR Account #186350
D. Prudence
F & T DISTRIBUTORS

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Diane:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as **30** skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	#/ (6M) Cases B1G1F
12300-24091	*Box*	4
12300-24092	*Light Box*	4

Product / Premium Arrival:	July 14, 1997
Ship Date to Retail:	Week of: July 28, 1997
SKU CUBE:	1.4360
SKU WT (w/o Product):	3.7500 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
EFT $ Amount:	$708.43
Non-EFT $ Amount:	$N/A

51862 3821

Source: https://www.industrydocuments.ucsf.edu/docs/hmym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51862 3822

Source: https://www.industrydocuments.ucsf.edu/docs/hmym0000

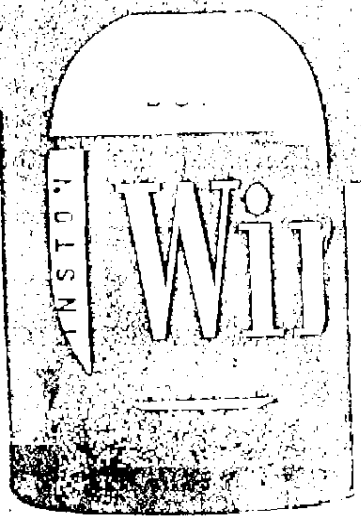
New package deal on New Winston.

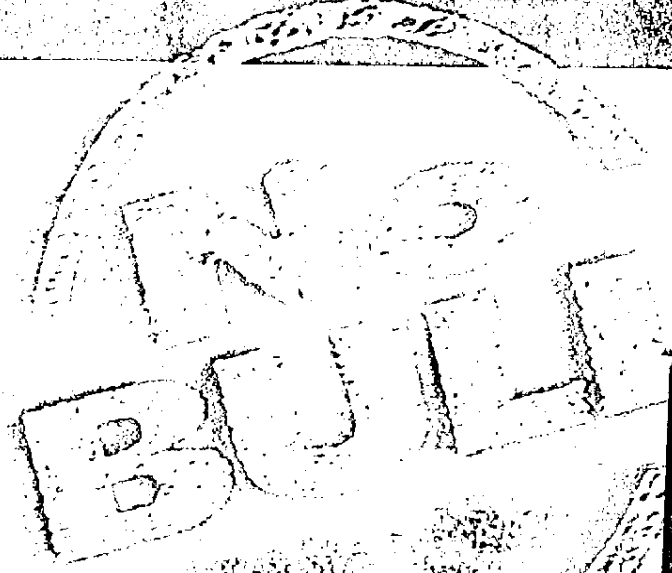
New Winston

BUY 2, GET 2

No additives. True taste.

- Introducing new no additive Winston
- Totally redesigned package lets customers know Winston is new inside and out
- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic





51862 3823

WHOLESALER PACKING INSTRUCTIONS

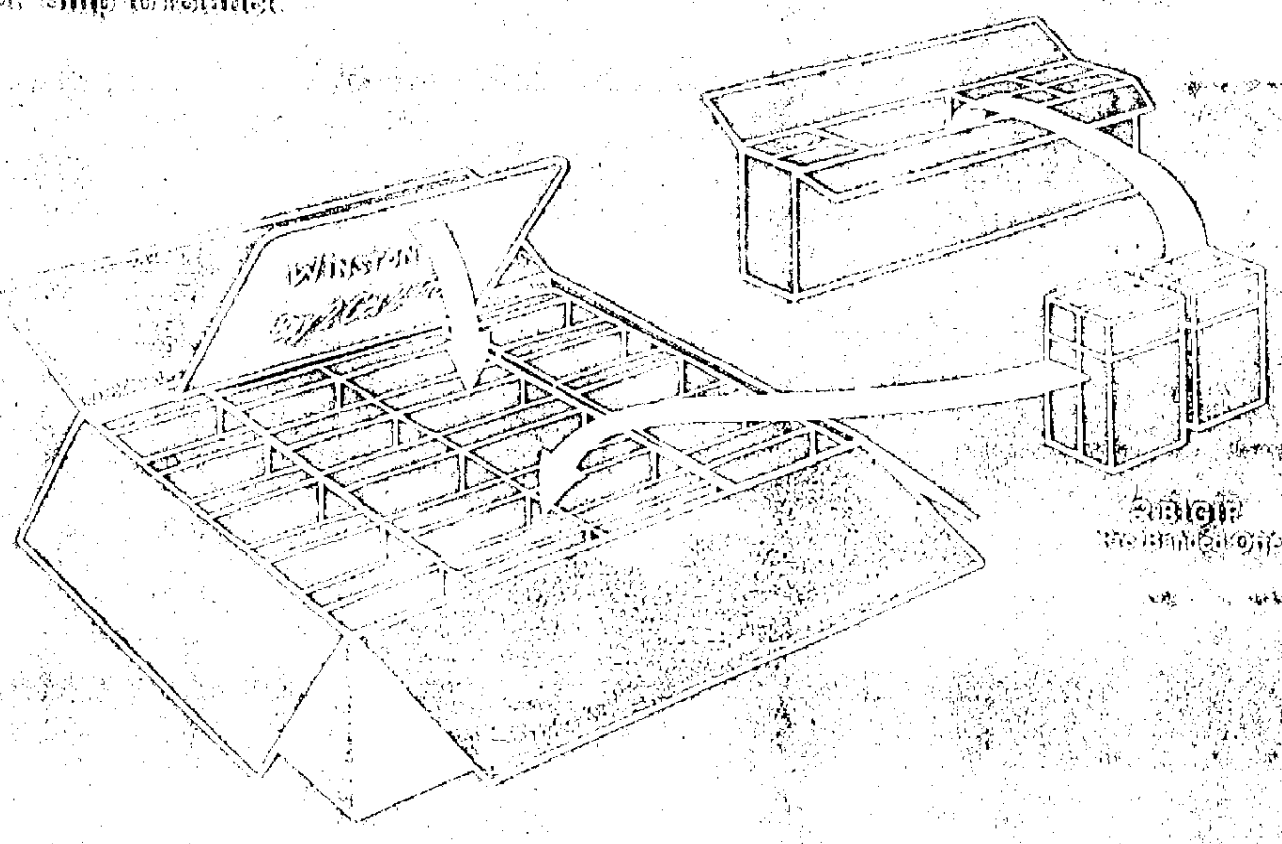
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-branded Buy One Get One Free Offers



Item #516432
Description Winston B2G2 Sleeve/POS Kit

Brand Style	WINSTON Box	WINSTON Lg Box				
Number of Cartons	44	44				

51862 3824

WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	702678	GAS & GOODIES #5	1231 CAMPVILLE RD	ENDICOTT	NY	13760	1		2929-0000		(607)786-8885
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	3				(607)756-5552
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315)488-7700
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	1	NYS		921320	(315)487-1100
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1	NYS			(607)753-1724
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	1				(607)659-4066
162605	162231	763732	EAST HILL CITGO	JUDD FALLS RD	ITHACA	NY	14850	1				(607)272-2250
162605	162231	703515	C&C TOBACCO OUTLET	109 N MEADOW ST	ITHACA	NY	14850	6				(607)272-4341
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162605	162231	396274	NORTH AVE GAS STOP	UPPER NORTH AVE	OWEGO	NY	13827	1	NYS	2929-0000		(607)687-2605
162605	162231	269440	CHUCKS MOBIL MART	STATE&MEADOW ST	ITHACA	NY	14850	6	NYS			(607)272-3008
162605	162231	031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	1	NYS			(607)387-9875
162605		269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1	NYS			(607)272-9470
162605	162231	329873	MAIN STREET DELI	2 W MAIN ST	OWEGO	NY	13827	1	NYS	2929-0000		(607)687-3300
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-6015

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 28

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 28

51862 3825

Source: https://www.industrydocuments.ucsf.edu/docs/hmym0000